Covirán Foundation announces the Award to promote research and healthy nutrition

The Covirán Foundation has announced its first award, aimed at promoting research and healthy nutrition, distinguishing the unique idea or product made from fruit and / or vegetables. The overall budget for the best proposal for this event will amount to 12,000 euros.

With the establishment of this award is pursued encourage healthy eating and, by extension, a better quality of life for all people. By means of intelligent solutions, is pursued a proposal or finished product based on fruit and / or vegetables, which add value and promote healthy consumption.

Covirán Foundation establishes the following conditions, as indicated by their bases, published in the BOE, for the ideas or products which participate.

• Main ingredients fruit and / or vegetables

• Development of a main course, dessert, drink or snack.

• That the product is ready to serve either hot or cold

• That way keep refrigerated or room temperature, never frozen.

All information is available on the website of the Covirán Foundation; requests to participate may be submitted from Monday August 1st to September 30th, 2016, both at the registered office of the Foundation as digitally, via the website of the Covirán Foundation (website of the School of Commerce Covirán).

Since the end of the registration date, September 30th, and until 30th November, through the same channels, the Executive Report and a data sheet of the product can be delivered.

The jury of this Award which will be delivered in 2017, will be composed of persons of recognized standing within the business, food industry and research or university and will assess applications for its innovative character, the nutritional value of their ingredients, the technology needed to get, as well as other relevant conditions of a commercially available food product.

Consumers with their votes will choose finally the winner within the selected candidates. In addition, in the case of winning be an idea, Covirán Foundation will support its implementation, and, in the case of a product, will handle marketing.

Ensuring the principles of research and innovation in the field of food, this initiative has as collaborators prestigious institutions such as the Covirán Group, the Association of Manufacturers and Distributors (AECOC), the Center for Research and Development of Functional Food (CIDAF), the Association '5 a Day' and the Institute of Nutrition and Food Technology of the University of Granada. In addition, as a sponsor, in this first edition, there will be Lactalis Puleva.

About Foundation Covirán

The mission of the Foundation Covirán is to provide initiatives to add value to society and promote the transfer of research and knowledge in different areas.

The Covirán Foundation aims to promote research, education and training to meet the needs of society in general and in particular of those sectors related to food, promoting a cooperative spirit and commitment to the community and the business and middle environmental sustainable development.

With the birth of the awards, called to be a reference in the sector, Covirán Foundation reaffirms its commitment to promote research and innovation and combines this object with promoting a healthy lifestyle among adults and children.

Source: Covirán